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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2020

This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry for Revenue.

Report No.7: 2019/20

January 2020

Visitor Arrivals

Total Visitor Arrivals fell by 24.0 percent (or 3,299 visitors) to 10,456 visitors over January 2019 and also recorded a seasonal decline of 42.6 percent (or 7,774 visitors) over the previous month.

The fall in the number of visitors arriving in Samoa was mainly due to the COVID-19 epidemic which mostly caused visitors to cancel flights and governments to introduce border restrictions on travel.

The current performance in visitor arrivals over January 2019 was due to reductions in visitors from Samoa's main source markets:

- New Zealand (down 1,690 visitors)
- Australia (down 573 visitors)
- American Samoa (down 471 visitors)
- Europe (down 348 visitors)
- USA (down 200 visitors)
- Others (down 17 visitors)

Except for 'Sport', all other purposes of visit recorded decreases such as:

- Visiting Friends and Relatives (VFR) (down 1,380 visitors)
- Holiday (down 1,022 visitors)
- Other (down 556 visitors)
- Business and Conference (down 345 visitors)

As a result, total visitor arrivals in the first seven months of 2019/20 edged down slightly by 0.6 percent (or 702 visitors) to 113,485 visitors compared to the same period last year. Decreases were recorded for Other Countries (down 7,985

visitors), New Zealand (down 4,770 visitors), American Samoa (down 2,089 visitors), Australia (down 1,283 visitors), Europe (down 674 visitors) and USA (down 129 visitors). The number of visitors who were here for 'VFR', 'Holiday' and 'Other' all fell by 5,854 visitors, 1,805 visitors and 76 visitors respectively.

Total Visitor Receipts fell by 20.4 percent (or \$7.3 million) to \$28.4 million despite a slight increase in the average visitor expenditure over January 2019 and was 49.2 percent (or \$27.4 million) less than the last month.

However, total visitor receipts in the first seven months of 2019/20 increased by 2.1 percent (or \$6.7 million) to \$330.0 million when compared to the same month last year. Responsible for this increase were higher earnings from Other Countries (up \$27.8 million) and USA (up \$0.3 million) where by purpose, 'Sport' and 'Business and Conference' both rose by \$16.0 million and \$7.1 million respectively.

The tourism price index was 3.2 percent higher than January 2019 due to increases in 'Meals & Drinks', 'Miscellaneous', 'Family Obligations' and 'Other Transportation' sub-indexes.

Private Remittances

Total private remittances in January 2020 recorded a 15.6 percent (or \$6.3 million) increase to \$46.5 million over January 2019 but was 18.8 percent (or \$10.8 million) lower than the previous month.

Largely underpinning the overall increase over the year was more funds received from New Zealand (up \$5.6 million), Others (up \$2.9 million), Australia (up \$1.1 million) and American Samoa (up \$0.3 million). By recipient, increases were recorded for 'Hand carried cash' (up \$8.2 million), 'Others' and 'Family and Households' were both up by \$0.7 million each.

Total inflow of private remittances in the first seven months of 2019/20 increased by 3.7 percent (or \$11.8 million) to \$327.1 million over the same period last year. Underpinning the overall increase in the first seven months were gains in transfers from New Zealand (up \$14.0 million), Others (up \$3.1 million) and American Samoa (up \$1.7 million). Partially underpinning the increase in remittances from American Samoa was a 2.2 percent depreciation of the Samoan Tala against the US dollar. By recipient, total funds for 'Family and Households', Non-profit institutions serving households (NPISH), 'Others' and 'In kind' all edged

up by \$9.2 million, \$6.0 million, \$0.7 million, and \$0.2 million in that order.

The share of remittances inflows over the year through money transfer operators (MTOs) increased to 85.7 percent from 79.6 percent while funds received directly through the commercial banks fell to 14.3 percent from 20.4 percent.

The average cost of sending NZD\$200.00 to Samoa fell to 7.79 percent from 9.63 percent in January 2019 whereas the average cost of sending AUD\$200.00 to Samoa contracted to 6.89 percent from 8.70 percent in January 2018.

CENTRAL BANK OF SAMOA
09th March 2020

VISITOR EARNINGS & REMITTANCES REPORT

January 2020

Table 1. TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

	Jan-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
Total arrivals (persons)	12,654	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489	16,212	14,544	11,907	18,230	10,456
Total arrivals incl. cruise ships	12,654	14,255	11,224	17,893	16,932	13,565	16,192	24,647	17,489	16,212	14,544	13,190	18,230	10,456
Arrivals, by market (persons)														
American Samoa	785	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958	990	1,156	673	608	645
Australia	2,299	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548	4,112	2,920	2,539	5,432	2,861
Europe	507	612	458	716	658	492	406	942	739	491	402	484	383	264
New Zealand	6,184	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785	7,579	6,539	4,921	8,674	4,600
USA	1,295	862	594	981	827	962	1,618	2,123	1,391	702	997	1,102	1,192	662
Other Countries	1,584	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068	2,338	2,530	2,188	1,941	1,424
Cruise ships	0	500	2,180	6,730	2,519	0	0	0	0	0	0	1,283	0	0
Arrivals, by purpose (persons)														
Holiday	4,199	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484	7,167	6,298	3,774	7,486	3,833
VFR	5,231	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367	5,674	5,456	3,268	8,004	4,203
Business & Conference	1,012	759	780	775	768	1,611	780	2,020	1,313	1,400	1,095	1,389	599	414
Sport	51	20	325	56	45	63	225	5,129	65	260	45	95	10	24
Other	2,161	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260	1,711	1,650	3,381	1,828	1,982
Cruise ships	0	500	2,180	6,730	2,519	0	0	0	0	0	0	1,283	0	0
Total earnings (tala million)	32.14	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76	46.96	43.51	39.46	55.80	28.37
Earnings, by market (tala million)														
American Samoa	1.74	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36	1.27	1.63	1.09	1.17	1.19
Australia	6.99	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15	13.19	11.45	11.85	19.26	8.89
Europe	0.52	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86	0.47	0.34	0.66	0.61	0.27
New Zealand	16.00	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79	22.99	20.57	16.60	23.66	12.28
USA	2.80	2.08	2.03	3.82	1.59	2.61	4.62	6.29	3.18	2.65	2.21	2.93	3.46	1.63
Other Countries	4.10	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41	6.39	7.30	6.34	7.64	4.11
Cruise ships	0.00	0.07	0.32	1.01	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	11.35	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21	21.95	15.29	11.07	22.50	11.15
VFR	15.04	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05	17.48	19.43	17.61	26.75	13.15
Business & Conference	3.61	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52	4.45	2.99	5.64	2.16	1.57
Sport	0.15	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14	0.88	0.10	0.23	0.02	0.08
Other	1.98	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84	2.20	5.70	4.91	4.37	2.43
Cruise ships	0.00	0.07	0.32	1.01	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00
Average expenditure (tala, per Tourism Price Index)	2,540 148.2	2,590 146.7	2,645 147.4	2,955 149.2	3,040 148.6	3,360 149.9	2,748 150.5	2,722 152.1	2,788 152.2	2,897 152.1	2,991 151.7	3,314 152.2	3,061 150.7	2,713 151.3
First Number of Months up to	7 months to Jan 18	7 months to Jan 19	8 months to Feb 19	9 months to Mar 19	10 months to Apr 19	11 months to May 19	12 months to Jun 19	1st month to Aug 19	2 months to Aug 19	3 months to Sep 19	4 months to Oct 19	5 months to Nov 19	6 months to Dec 19	7 months to Jan 20
Total Visitor Arrivals (persons)	103,913	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136	58,348	72,892	84,799	103,029	113,485
Over the past year (%)	12.8%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	15.8%	15.8%	12.3%	11.0%	2.6%	-0.6%
Past 3 year average	3.8%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%	5.3%	5.4%	5.4%	5.9%	5.6%
Past 5 year average	2.8%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%	7.1%	7.3%	7.0%	7.8%	7.6%
Arrivals, by market (persons)														
American Samoa	11,842	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258	5,248	6,404	7,077	7,685	8,330
Australia	22,135	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723	11,835	14,755	17,294	22,726	25,587
Europe	3,382	4,379	4,837	5,553	6,211	6,703	7,109	942	1,681	2,172	2,574	3,058	3,441	3,705
New Zealand	48,571	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683	24,262	30,801	35,722	44,396	48,996
USA	7,445	8,040	8,634	9,615	10,442	11,400	13,022	2,123	3,514	5,213	6,315	7,507	8,169	8,169
Other Countries	10,538	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277	10,615	13,145	15,333	17,274	18,698
Cruise ships	585	8,891	11,071	17,801	20,320	20,320	20,320	0	0	0	0	1,283	1,283	1,283
Arrivals, by purpose (persons)														
Holiday	48,622	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633	22,800	29,098	32,872	40,358	44,191
VFR	32,629	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969	18,643	24,099	27,367	35,371	39,574
Business & Conference	7,349	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333	4,733	5,828	7,217	7,816	8,230
Sport	990	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194	5,454	5,499	5,594	5,604	5,628
Other	14,323	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007	6,718	8,368	11,749	13,577	15,559
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala mi)	280.2	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86	162.82	206.33	245.79	301.59	329.97
Over the past year (%)	17.2%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%	18.4%	14.5%	13.3%	4.8%	2.1%
Past 3 year average	5.6%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%	6.8%	8.9%	7.5%	9.6%	4.2%
Past 5 year average	6.0%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%	8.4%	10.7%	8.8%	13.2%	8.7%
Earnings, by market (tala million)														
American Samoa	21.9	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7	10.0	11.6	12.7	13.8	15.0
Australia	73.1	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9	36.1	47.6	59.4	78.7	87.6
Europe	3.8	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6	2.0	2.4	3.0	3.7	3.9
New Zealand	134.4	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3	69.3	89.9	106.5	130.2	142.4
USA	19.4	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5	12.1	14.3	17.3	20.7	22.4
Other Countries	27.6	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9	33.3	40.6	46.9	54.5	58.7
Cruise ships	0.1	1.3	1.6	2.6	3.0	3.0	3.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2
Earnings, by purpose (tala million)														
Holiday	131.9	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5	63.5	78.8	89.8	112.3	123.5
VFR	100.9	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8	58.3	77.7	95.4	122.1	135.3
Business & Conference	22.6	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4	13.8	16.8	22.5	24.6	26.2
Sport	2.5	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2	18.1	18.2	18.4	18.4	18.5
Other	22.1	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9	9.1	14.8	19.7	24.1	26.5
Cruise ships	0.1	1.3	1.6	2.6	3.0	3.0	3.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2

VISITOR EARNINGS & REMITTANCES REPORT

January 2020

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jan-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
By Recipient (Tala Millions)	39.77	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24	46.49
Banknotes	7.21	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85	4.40	2.85	2.79	11.03	12.36
Churches, school, Charities	3.01	6.40	5.94	11.44	4.91	4.14	4.74	8.78	4.73	2.22	5.03	5.07	5.98	3.13
Individual/Family/Households	26.80	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66	28.57	32.28	32.50	37.99	28.95
In Kind	0.55	0.55	0.45	0.66	0.53	0.71	0.63	0.59	0.68	0.58	0.70	0.74	0.74	0.50
Others	2.21	0.81	1.84	4.94	0.68	3.29	4.03	1.60	1.14	2.58	1.37	1.19	1.51	1.55
By Country (Tala Millions)	39.77	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24	46.49
USA	7.16	10.11	8.46	15.30	4.51	6.75	8.10	11.41	8.03	6.00	8.86	5.66	9.03	6.61
New Zealand	17.24	15.54	15.58	18.85	17.22	21.95	16.98	19.96	19.20	16.89	17.11	19.65	25.02	21.12
Australia	12.41	12.15	10.36	15.84	10.74	13.02	11.71	16.30	15.52	12.04	13.21	12.62	17.44	13.24
American Samoa	1.01	1.30	1.44	1.93	1.73	1.92	1.83	2.00	1.94	1.62	1.86	2.27	2.69	1.54
Others	1.95	1.12	3.29	2.70	6.04	3.81	2.04	3.77	2.37	1.78	1.19	2.09	3.06	3.98
By Channel (%)														
Banks	17.7%	20.4%	21.6%	33.1%	17.4%	18.5%	23.7%	21.3%	15.3%	15.1%	17.9%	16.8%	15.5%	14.3%
Non Banks (1)	82.3%	79.6%	78.4%	66.9%	82.6%	81.5%	76.3%	78.7%	84.7%	84.9%	82.1%	83.2%	84.5%	85.7%
Total Remittances (Tala Millions)	39.77	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24	46.49
First Number of Months up to	7 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months
	to Jan 18	to Jan 19	to Feb 19	to Mar 19	to Apr 19	to May 19	to Jun 19	month	to Aug 19	to Sep 19	to Oct 19	to Nov 19	to Dec 19	to Dec 20
Total Remittances (Tala Millions)	274.79	315.30	354.43	409.06	449.31	496.76	537.42	53.45	100.51	138.85	181.09	223.39	280.63	327.11
Percentage Change (over same period last	12.8%	14.7%	13.5%	14.6%	12.7%	10.9%	10.1%	31.8%	13.4%	10.2%	8.5%	7.0%	2.0%	3.7%
3 year average (%)	-0.2%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%	8.6%	7.9%	8.7%	10.1%	10.6%
5 year average (%)	-1.1%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%	3.7%	4.0%	4.0%	5.3%	5.4%
By Recipient (Tala Millions)														
Banknotes	35.25	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33	18.73	21.58	24.36	35.39	47.75
Churches, school, Charities	21.33	28.97	34.91	46.36	51.27	55.40	60.14	8.78	13.52	15.73	20.77	25.84	31.81	34.94
Individual/Family/Households	203.45	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66	97.22	129.51	162.01	200.00	228.96
In Kind	4.06	4.33	4.78	5.44	5.97	6.69	7.32	0.59	1.27	1.85	2.55	3.29	4.03	4.53
Others	10.70	10.21	12.05	16.99	17.67	20.96	24.99	1.60	2.74	5.32	6.69	7.88	9.40	10.94
By Country (Tala Millions)														
USA	48.29	60.03	68.49	83.79	88.31	95.05	103.15	11.41	19.45	25.45	34.31	39.97	49.00	55.61
New Zealand	112.40	125.00	140.58	159.43	176.66	198.60	215.59	19.96	39.16	56.05	73.16	92.82	117.84	138.95
Australia	92.00	103.00	113.35	129.20	139.94	152.96	164.67	16.30	31.82	43.86	57.08	69.70	87.14	100.38
American Samoa	9.30	12.17	13.61	15.54	17.27	19.20	21.02	2.00	3.95	5.56	7.42	9.69	12.38	13.92
Others	12.80	15.10	18.40	21.09	27.14	30.94	32.98	3.77	6.14	7.92	9.11	11.20	14.27	18.25

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)